

Brand Standards



CHANDLER
arizona

CHANDLER CITY HALL

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Introduction

Branding is more than just a logo. It is the written, spoken and visual identifiers that help form a recognizable and memorable identity. It determines how people react, think and feel when associating with a specific entity.

To this end, the City of Chandler's brand identity is comprised of the City's logo, colors, typography, visuals and a lexicon. Given the importance of the City's image, it is essential that we safeguard its identity by correctly and consistently using the brand standards set forth in the following document. The proper use is necessary to assure its effectiveness.

These standards establish and maintain the specific use of the City's identity on all print and digital assets and communication generated by and for the City of Chandler. These standards supersede all previous brand standards and guidelines.

The City's brand standards are set and maintained by the Communications and Public Affairs Department and have been reviewed and approved by the City Manager. All City of Chandler departments, divisions and employees have the responsibility to apply the identity in a consistent and accurate manner so that together, we foster a sense of familiarity and positively strengthen the City's identity.

Brand Statement

A safe community that connects people, chooses innovation and inspires excellence.

Any questions about these standards should be directed to the Director of Communications and Public Affairs.

All digital files of approved art are available at chandleraz.gov/brandstandards. To maintain the integrity of our logo it must always be reproduced from the approved master art and according to the specifications in this manual.

If you are unsure about the proper use of any of the brand elements defined in the following guide, please contact Communications and Public Affairs.

| Logo



Chandler's logo is a distinct representation of the municipal government of the City and distinguishes it from other private and public entities.

The intent is to project our unique identity consistently so it becomes immediately recognizable and associated with our community. To achieve maximum impact, it is imperative no modifications be made to any of its parts and that it remains the sole identifier of the City and the departments and divisions that fall within it. Any variation or creation of sub-logos from the authorized Chandler logo will dilute the effectiveness of our brand identity and is strictly prohibited.

The logo is to appear on all printed and digital materials representing the City of Chandler, including stationery, business cards, fliers, brochures, banners, specialty items, City vehicles, equipment and facility signage, website, social media, mobile applications, City emails, advertisements, and other external and internal communication materials.

The Police and Fire Departments may use these logo standards in concurrence with those for their public safety emblems.

Master Logo

The master logo is the official logo for the City of Chandler.


Symbolically it represents the sky over the Santan Mountains which silhouettes the growing urban area which lies above agricultural fields.

It consists of three elements: logomark, logotype and tagline. It is the combination of these three elements that makes up City of Chandler's master logo.


Logomark

Logotype



Logomark: The visual approximation of the letter “C”  representing the sky over a silhouette of the Santan Mountains, which frames a cityscape silhouette, is a nod to the City’s high-tech industrial base standing above jagged horizontal crop lines reminiscent of the City’s agricultural heritage.

Logotype: The text beside the logomark contains the words “Chandler Arizona” .

Tagline: The secondary text below the logotype which contains the words “Community of Innovation” .

The master logo should be used in its entirety on official print and digital communications, such as stationery/letterhead, business cards, ID badges, and legal documents. where the City as a whole is the main entity.

No alterations should be made to the master logomark, logotype or tagline. Variations, such as changes in the typestyle, proportions or placement of the individual elements, letter spacing of type, adding or deleting elements, adding drop shadows, redrawing or repositioning any portions of the master logo are strictly prohibited.

Logomark


Logotype



Primary Logo

The primary logo is a replication of the master logo without the tagline. It is the logo that is used most often, mostly due to size and space limitations.

It consists of two elements: logomark and logotype. It is the combination of these two elements that makes up City of Chandler's primary logo.

Logomark: The visual approximation of the letter "C"  representing the sky over a silhouette of the Santan Mountains, which frames a cityscape silhouette, is a nod to the City's high-tech industrial base standing above jagged horizontal crop lines reminiscent of the City's agricultural heritage.

Logotype: The text beside the logomark contains the words "Chandler Arizona" .

No alterations should be made to the primary logomark or logotype. Variations, such as changes in the typestyle, proportions or placement of the individual elements, letter spacing of type, adding or deleting elements, adding drop shadows, redrawing or repositioning any portions of the primary logo are strictly prohibited.

| Logomark

Chandler's logomark is the graphical portion of the master logo and should NOT be used independently other than as outlined below OR with approval of the City Manager.

Approved use of Chandler's logomark:

- The profile images on the City's official social media accounts.
- Sewer covers
- Sidewalk stamps
- Street Signs
- Building Signs

Logomark: The visual approximation of the letter "C" representing the sky over a silhouette of the Santan Mountains, which frames a cityscape silhouette, is a nod to the City's high-tech industrial base standing above jagged horizontal crop lines reminiscent of the City's agricultural heritage.



No alterations should be made to the logomark. Variations, such as changes in the typestyle, proportions or placement of the individual elements, letter spacing of type, adding or deleting elements, adding drop shadows, redrawing or repositioning any portions of the logomark are strictly prohibited.

| Logotype

Chandler's logotype is the font portion of the master logo and should NOT be used independently.


Logotype: The text beside the logomark contains the words "Chandler Arizona" .

CHANDLER
a r i z o n a

No alterations should be made to the logotype. Variations, such as changes in the typestyle, proportions or placement of the individual elements, letter spacing of type, adding or deleting elements, adding drop shadows, redrawing or repositioning any portions of the logotype are strictly prohibited.

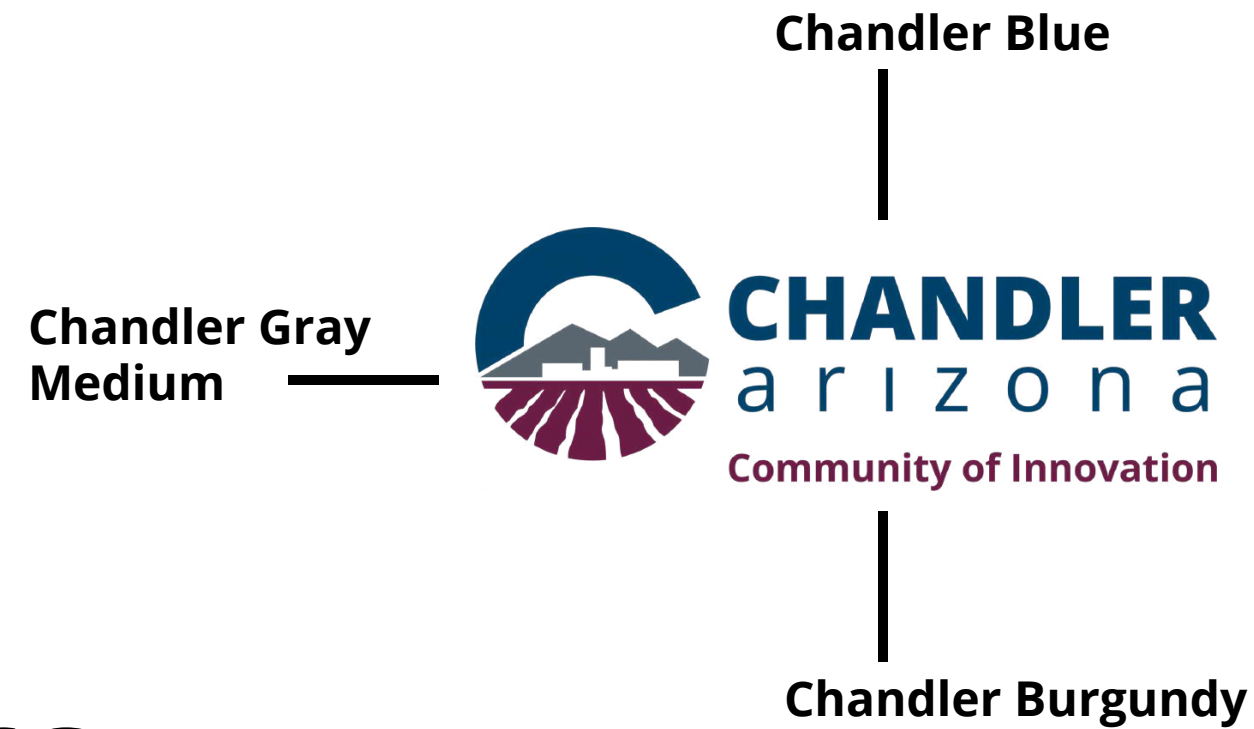
| Tagline

Chandler's tagline is the secondary text below the logotype.

Tagline: The secondary text below the logotype contains the words "Community of Innovation" .

Community of Innovation

No alterations should be made to the tagline. Variations, such as changes in the typestyle, proportions or placement of the individual elements, letter spacing of type, adding or deleting elements, adding drop shadows, redrawing or repositioning any portions of the tagline are strictly prohibited.



Logo Colors

The logo consists of three colors: Chandler Burgundy, Chandler Blue and Chandler Gray Medium. See page XX for the official City color palette.

Logomark: The visual approximation of the letter “C” is always Chandler Blue. The silhouette of the Santan Mountains is always Chandler Gray Medium. The silhouette of buildings is always white. The crop lines are always Chandler Burgundy.

Logotype: The text beside the logomark which contains the words “Chandler Arizona” is always Chandler Blue.

Tagline: The secondary text below the logotype which contains the words “Community of Innovation” is always Chandler Burgundy.

Department, division, facility names are always Chandler Grey Medium.



| One-Color Logos

There may be times when a one-color version of the City's logo must be used. To maintain the integrity of the City's logo, the entire logo must be produced in the single color.

The only approved one color uses are Chandler Blue, Chandler Burgundy, White and Black.

One color uses must be approved and may include:

- Promotional items
- City uniforms
- When a background image cannot be altered to reduce the visual distraction behind the logo
- When providing the logo for use in partnership or sponsorship to remain consistent with the partnering logos
- When using a white logo, it should be printed only on backgrounds of 50 percent or darker

| Logo Type Font



The type font used to make up the City's logo is part of the visual identity and should never be replaced with any other type font.

The approved type font used in the City's Logotype and tagline is Open Sans.

To see the City's approved typography, see page 22.

Logo Size



Minimum logo size allowed

The minimum size in which City logo may be produced has been restricted to preserve their integrity.

The minimum size for the master and primary logos is 1 inch wide.

This is measured by the full width from the left of the logomark to the right of the "R" in Chandler the "a" in Arizona, and should never be used any smaller.



When the logo is being used on promotional items such as pens, pencils, etc., the primary logo should be used to make the best use of the logo within the defined space.



| Area of Isolation

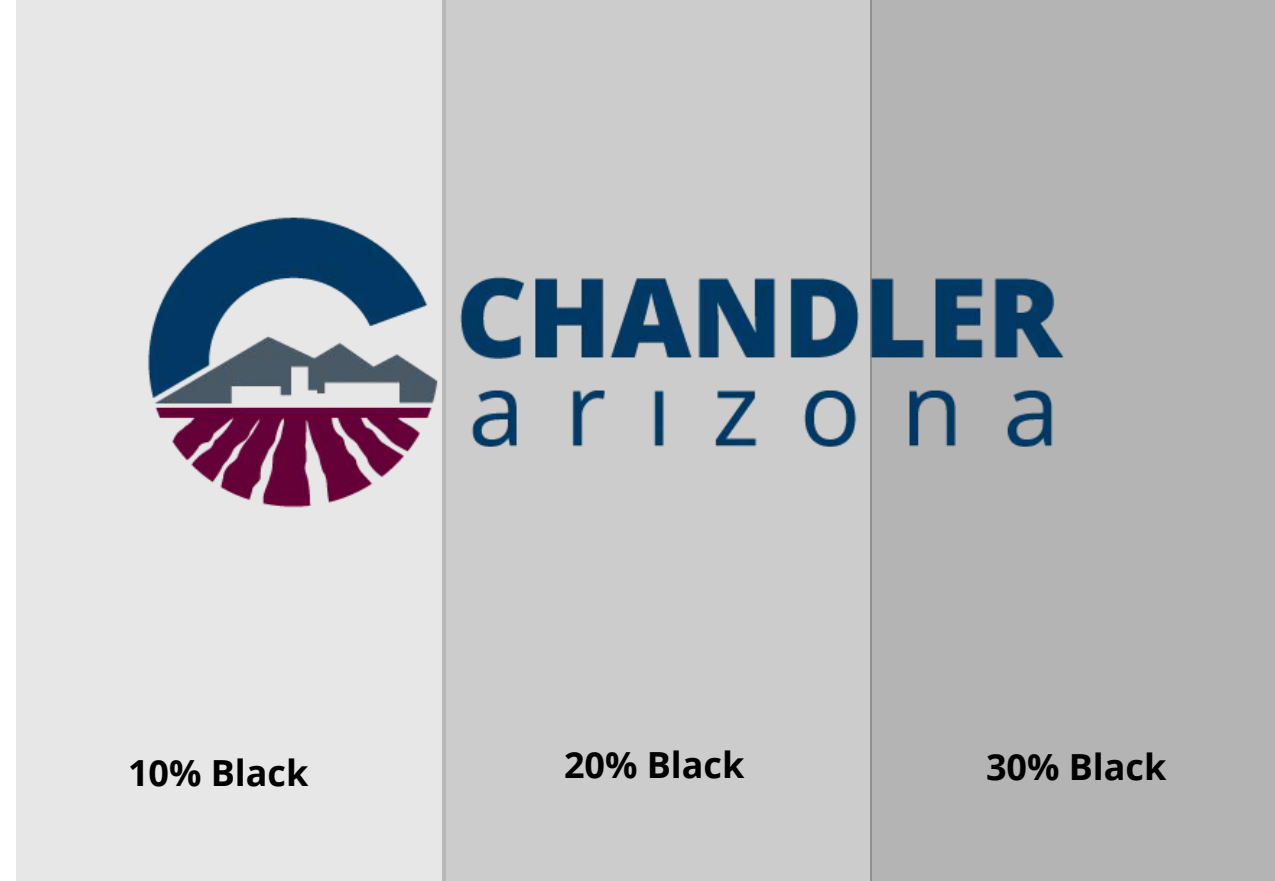
To protect the integrity of the logo, it must always appear with an area of isolation around it into which no other graphic or typographic elements may intrude.

Graphics and type should not intrude within 1X of this space. X = height of the capital C in the word Chandler. This clear space surrounds the entire logo to maintain its visual integrity.

The amount of clear space required is relative to the actual size in which the logotype is used. Once the final size is determined, measure the height of the capital C in the word Chandler.

This measurement is referred to as "X" and will become the standard distance from which other elements must be measured. All elements must remain "X" distance away from the logo, as demonstrated.

| Backgrounds



Ensure there is adequate contrast for the entire logo to stand out from the background. The most effective use of Chandler's logo is when it is used on white, pale or neutral backgrounds.

- Never place the logo on a visually distracting or heavily textured background.
- If a background is visually distracting and compromises the integrity of the logo, the logo should be placed in a solid panel with a neutral background.
- Never create an outline to place around the logo.

- As a rule, the background should be no darker than a 30 percent screen of black.
- A minimum line screen of 150 lines per inch is recommended when printing the image in process color.



| Partnerships

There may be times when the City is collaborating with outside entities and use of the logo is required. When the City's logo is used in conjunction with another entity's logo, they should carry the same weight and visual consistency.

If all the other logos are full color, the full color City logo must be used. If they are one color, use any one of the approved one color logos that provides the greatest contrast with the background and is consistent with the other logos.



Misuse

To maintain the integrity of Chandler's brand identity, our logo must always be used consistently and correctly according to the standards outlined in this guide. Misuse of the logo jeopardizes the City's trademark rights on its logo. Examples on this and the following page show common misuses of the logo and are strictly prohibited.

- Never change, modify or rearrange the logo in any way.
- Never interfere with the area of isolation of the logo.
- Never use the logomark independent of the logotype.
- Never compress or expand the logo.
- Never place the logo inside another logo.
- Never screen back the logo.
- Never overprint the logo with type.
- Never change the font size of the logo.
- Never rotate the logo.
- Never make a logo out of our logo.
- Never make another City of Chandler, department, division or facility logo.

Department, Division, Facility Lockups



Management Services
Budget



Communications & Public Affairs

A department, division or facility lockup consists of two elements and is approved in two variations: the City of Chandler primary logo **and** the department name **or** the department and division names.

No City of Chandler department, division or facility shall create or use a logo: logomark, logotype or tagline other than the approved City logo as outlined in this guide. Doing so is strictly prohibited.

Department, division and facility lockups will be provided by CAPA and are not to be designed by the department.

Department, division and facility lockups are for use when creating collateral for a single department, division or facility.

If collaborating with one or more departments, simply use the City's primary logo and, if needed, list the departments within the asset.

No alterations should be made to the department, division or facility lockup. Variations, such as changes in the typestyle, proportions or placement of the individual elements, letter spacing of type, adding or deleting elements, adding drop shadows, redrawing or repositioning any portions of the lockup are strictly prohibited.

| Color Palette

Color is another element that makes up the City of Chandler's brand identity and plays an essential role as a visual identifier. Consistent use of the City's color palette visually assists print and digital assets as being associated with the City and it is imperative the City's visual identity is maintained and reinforced in such a manner.



- If using a block of color, the foundation of the print or digital asset must be created using at least one of the two primary colors.
- An additional color from the primary or secondary color palette may be used as an accent.
- Only **one** secondary color may be used on a single asset.
- Secondary colors are to be used sparingly. They should not exceed more than 10 percent of the color application on any given print or digital asset.
- Black is used for all body copy on print assets and Chandler Grey Dark on all digital assets.

Primary Colors



The City of Chandler has two primary colors: Chandler Blue and Chandler Burgundy.

The City of Chandler has one primary secondary color: Chandler Grey Medium.

- If using a block of color, the foundation of the print or digital asset must be created using at least one of the two primary colors.
- An additional color from the primary or secondary color palette may be used as an accent.

Primary Colors

Chandler Blue

PMS 2188

HEX Code #00426A

CMYK: 100/39/0/63

RGB 0, 66, 106

Chandler Burgundy

PMS 222

HEX Code #6C1D45

CMYK 20/100/22/61

RGB 108, 29, 69

Primary Secondary Color

Chandler Grey Medium

PMS 431

HEX Code #5B6770

CMYK 45/25/16/59

RGB 91, 103, 112

Secondary Colors



The City of Chandler has four secondary colors.

- Only one secondary color may be used on a single asset.
- Secondary colors are to be used sparingly. They should not exceed more than 10 percent of the color application on any given print or digital asset.

Chandler Blue Light

PMS 7690

HEX Code #1A8AC0

CMYK 95/41/10/0

RGB 0, 118, 168

Chandler Green Light

PMS 7724

HEX Code #00966C

CMYK 82/0/67/11

RGB 0, 150, 108

Chandler Orange

PMS 143

HEX Code #F6A623

CMYK 0/32/87/0

RGB 241, 180, 52

Chandler Grey Light

PMS 663

HEX Code #E5E1E6

CMYK 3/6/0/2

RGB 229, 225, 230

| Tertiary Color



The City of Chandler has one tertiary color:
Chandler Grey Dark.

This has been earmarked for digital body copy only.

Chandler Grey Dark

PMS 426

HEX Code: #25282A

CYMK 94/77/53/94

RGB: 37, 40, 42

| Typography

Aa

Typography is another element that makes up the City of Chandler's brand identity and plays an essential role as a visual identifier. Consistent use of the City's approved typography visually assists print and digital assets as being associated with the City and it is imperative the City's visual identity is maintained and reinforced in such a manner.

Typography tells a story; it affects how users read and understand print and digital assets. How fonts are combined and treated (point size, kerning, leading, tracking, color, etc.) helps draw the user's attention to the most important information first and provides a visual hierarchy and structure for supplement information and the desired outcome/call-to-action.

Open Sans is the approved type font for print and digital assets. There are nine styles within the Open Sans font family:

- Open Sans Light
- Open Sans Italic
- Open Sans Regular
- Open Sans Semi-bold
- Open Sans Semi-bold Italic
- Open Sans Bold
- Open Sans Bold Italic
- Open Sans Extra Bold
- Open Sans Extra Bold Italic

Open Sans is deployed on all City computers.

Arial may be substituted if needed.

Open Sans Condensed and Open Sans Condensed Light are NOT approved styles and their use is strictly prohibited.

Open Sans Font Family

Open Sans | Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | !@#\$%^&*()

Open Sans | Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | !@#\$%^&()*

Open Sans | Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | !@#\$%^&*()

Open Sans | Semi-bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | !@#\$%^&*()

Open Sans | Semi-bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | !@#\$%^&()*

Open Sans | Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | !@#\$%^&*()

Open Sans | Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | !@#\$%^&*()

Open Sans | Extrabold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | !@#\$%^&*()

Open Sans | Extrabold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | !@#\$%^&*()

| Formatting and Style

Heading/Title: Title casing

Capitalize the first letter of each word except for articles (and, an, the), prepositions (in, to, on, with, etc.) and conjunctions (but, for, if, or, when, etc.) unless they are the first word in the heading, in which case it should be capitalized. No punctuation.

Use only one main heading/title per asset.

Sub-headings: Sentence casing

Capitalize the first letter of the heading. No punctuation.

At least two point sizes smaller than main heading/title.

Body text: Regular sentence casing

Follow AP Style.

Standard is at least two point sizes smaller than sub-headings, and never smaller than 8 point font.

Call to actions: Title casing

Capitalize the first letter of each word except for articles (an, an, the), prepositions (in, to, on, with, etc.) and conjunctions (but, for, if, or, when, etc.) unless they are the first word in the heading then it should be capitalized. No punctuation.

Always two points larger than body text, never larger than a heading.

Fine Print

Follow AP Style.

Standard is at least two point sizes smaller than body text, and never smaller than 5 point font.

- ALL CAPS should be used sparingly and are to only be used as headings or sub-headings. ALL CAPS signify the intention to yell.
- Never use exclamation marks, unless you intend to imply that you are yelling.
- *Quotes are always in Italics.*
- Avoid outdated treatments: drop shadows, outlines, 3-D, soft edges, reflections, etc.



Chandler Science Spectacular

10 a.m. to 3 p.m. | Saturday, Feb. 9, 2020
Downtown Chandler, 178 E. Commonwealth Ave.



More than 50 hands-on and interactive exhibitors

Educational organizations, nonprofits and Chandler schools may enter a science competition to win a \$500 prize.

Free to the public and participating companies.

For more information or to sponsor the event, visit chandleraz.gov/science.

Presenting Sponsors

NORTHROP GRUMMAN



Join us April 8 at 6 p.m. in the Council Chambers as Mayor Hartke proclaims April Water Awareness Month



Be #WaterAware, Share your Water Pledges on social media

Visual Elements

Visual elements are the photographs, shapes and icons that make up the most visual portion of the City of Chandler's brand identity and play an essential role as a visual identifier.

Consistent use of the City's approved visual elements visually assists print and digital assets as being associated with the City, and it is imperative the City's visual identity is maintained and reinforced in such a manner.

This is where the story of Chandler unfolds. They are a powerful element that helps form a recognizable and memorable identity and determines how people react, think and feel when associating with the City of Chandler.



Lifestyle photos



Beauty shots

Photography

The heart of the City's brand is photography. All of the City's photography will feature the people, places and programs that have made Chandler the Community of Innovation, a sought-after place to start and raise a family, relocate or start a business, and a premier vacation destination.

Lifestyle photos

Lifestyle photos are defined as images that highlight the people that have made Chandler a premier City to live, work and play. They tell the story of Chandler through the emotion tied to the message and are as natural and candid as possible. All photos should:

- Contain at least one person – with that person/people as the main subject.
- Focus on the appropriate emotion for the message.
- Be candid and natural.
- Be friendly, welcoming and community-oriented.
- Represent the diverse population.
- Be vibrant, modern, appealing.

Beauty shots

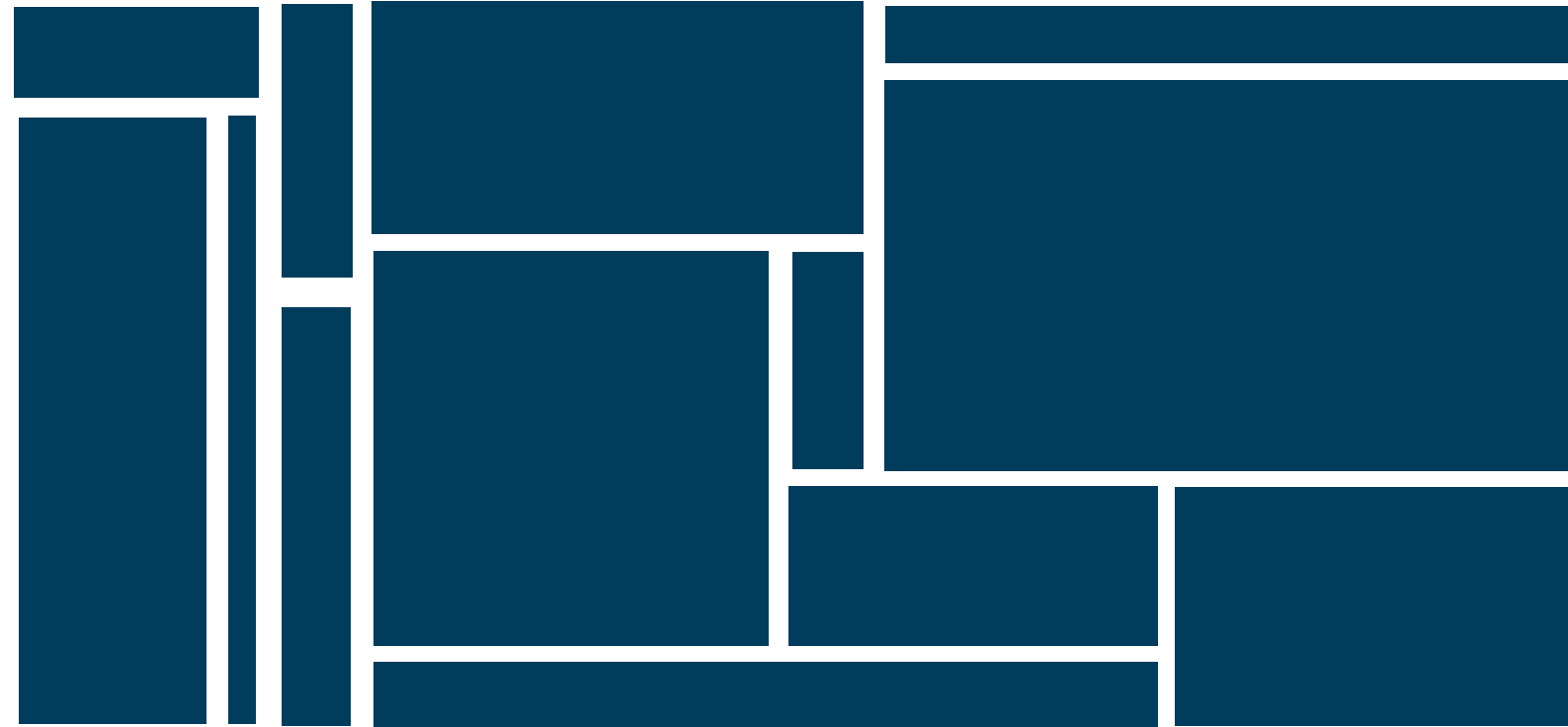
Beauty shots are defined as the images, with or without people, which highlight the landmarks, buildings and facilities, landscapes, destinations, neighborhoods, employment corridors, natural scenery, parks, etc. of the built and natural environment.

Avoid photos that are:

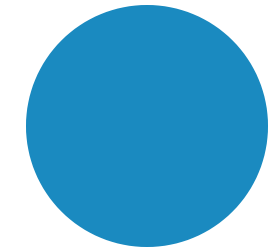
- Outdated in technology, fashion, construction
- Overly staged
- Overly used, cliché
- Overly edited
- Overly processed

| Shapes

Primary Shape



Secondary Shape



To keep a uniform look and feel across print and digital assets, the rectangle, in its various sizes has been adopted as the official City shape.

The City of Chandler has one secondary shape: a circle.

- A secondary circle is to be used sparingly.
- There should be no more than three secondary circles on a single asset or on a single page within an asset.

| Iconography

Icons are another element that make up the City of Chandler's brand identity and play an essential role as a visual identifier. Consistent use of the City's approved icons visually associates print and digital assets with the City, and it is imperative the City's visual identity is maintained and reinforced in such a manner.



Font Awesome has been selected as the official City icon family as noted below:

Digital

- Version: Pro Only
- Style: Light
- Color: Chandler Light Blue

Print

- Version: Pro Only
- Style: Any
- Color: Chandler Light Blue

Icons have been selected for various meanings and should be used accordingly. If you need an icon and one has not been identified for your intended purpose, please contact CAPA .

[View the icon library and uses on Chanweb.](#)

Lexicon

The language or vocabulary, style and tone used to describe an entity.

When developing messages about the people, places and programs that make Chandler a Community of Innovation, select words that convey that based on your audience.

| Language

Residents: a community-oriented place to start and raise a family.

- family
- community
- welcoming
- diverse
- inclusive
- neighborly
- hometown traditions

Visitors: a premier destination.

- vibrant
- unique
- relaxed
- explore
- experience
- rejuvenate
- discover

Please note: This is not an exhaustive list. These are examples. Please seek out and use words of similar meaning and weight.

Be selective to not choose words that diminish or lessen the meaning. Choose words that elevate the meaning.

Businesses/Entrepreneurs: innovation & technology

- innovative
- robust
- world-class
- connected
- forward-thinking
- cutting-edge
- solutions
- entrepreneurial spirit
- progressive

| Tone

Residents: a community-oriented place to start and raise a family.

- conversational

Visitors: a premier destination.

- light
- airy
- playful

The mood, attitude we portray through the choice of our words.

Businesses/Entrepreneurs: innovation & technology

- formal
- confident
- optimistic

AP Style Basics

Dates

- Write out months when they stand alone or used only with year (December 2019).
- Abbreviate January (Jan.), February (Feb.), August (Aug.), September (Sept.), October (Oct.), November (Nov.) and December (Dec.) when they are used with specific dates (Dec. 25, 2019). The remaining months (March, April, May, June, July) are always written out.
- Use figures – without st, nd, rd or th – for days of the month.
 - Wrong: July 15th, 2019
 - Right: July 15, 2019
- Use an 's' without an apostrophe to identify a decade or century (ex: the 80s or 90s).

Days of the week

- Never abbreviate the days of the week.

Time of day

- Use numbers except for noon and midnight.
- Use periods after a.m. and p.m.; they are always lowercase.
- Avoid redundancy. (9 p.m. is fine; no need to say 9 p.m. at night.)
- Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m. 9-11 a.m., 2-6 p.m., 9 a.m. to 5 p.m. For whole numbers, omit the :00. Use “to” instead of a dash when an event starts in the a.m. and ends in the p.m.
- Avoid using 12 p.m., use noon instead.

Writing Guide

The City of Chandler follows the Associated Press Stylebook writing guide for consistent use of style. (I.e. Times, dates, abbreviations, etc.)

Numbers

- Write out numbers one through nine.
- Use figures for numbers 10 and larger.
- Write out numbers when they begin a sentence (except for years).
- Express millions or billions in figures followed by million or billion (\$7.5 million)
- Write out first through ninth. Use figures for 10th and higher.
- Always use figures for ages. (The 5-year-old boy. The boy, 7, has a sister, 10.)

AP Style Basics

Addresses

- Use abbreviations for Ave., Blvd. and St. only with a numbered address: 175 S. Arizona Ave. Spell them out and capitalize when part of a formal street name without a number: Arizona Avenue; Chandler Boulevard. Lowercase and spell out when used alone or with more than one street name: Arizona and Commonwealth avenues.
- All similar words (alley, drive, road, terrace, etc.) always are spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with more than one street.
- Spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above. (MAG is near First and Central avenues.)

Addresses: Continued

- Abbreviate compass points used to indicate directional ends of a street (or quadrants of a city) in a numbered address. (3 S. Arizona Ave.) Do not abbreviate if the number is omitted: South Arizona Avenue.
- Use periods in the abbreviation for P.O. for P.O. Box numbers.

Numbers

- Spell out state names when they are used alone.
- Abbreviate the names of most states when they are used after a city name (Chandler, Ariz.)
- Use U.S. Postal Service abbreviations only in full mailing addresses. (175 S. Arizona Ave., Chandler, AZ 85225)
- Never abbreviate the names of these states: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

AP Style Basics

Position titles

- Capitalize formal titles when they are used directly before the name. (Sen. John McCain)
- Do not capitalize informal titles or job descriptions (Bank of America teller Jim Smith), or when they are not used with an individual's name (The pope gave him a blessing.)
- Lowercase and spell out titles in constructions that set them off from a name by commas:
 - Wrong: The Vice President, Joe Biden, was re-elected in 2012.
 - Right: The vice president, Joe Biden, was re-elected in 2012.

Composition titles

- Apply the following guidelines to book titles, movie titles, play titles, radio and television program titles, titles of lectures, speeches and works of art.
 - Capitalize the principal words, including prepositions and conjunctions of four or more letters.
 - Capitalize an article – the, a, an – or words of fewer than four letters if it is the first or last word in a title.
 - Put quotation marks around the names of all such works except the Bible, the Quran and other holy books, and books that are primarily catalogs of reference material.
 - Examples: “Gone With the Wind,” the NBC-TV “Today” program, “Game of Thrones.”

Dimensions

- Use figures.
- Spell out inches, feet, yards, etc. (She is 5 feet, 6 inches tall.)
- When using two measurements, link them with the word by, not an x. (The rug is 9 feet by 12 feet).

Other

- Avoid using https:// and www. before a web address.
- Wrong:
<https://www.chandleraz.gov/development-permits>
- Right: [chandleraz.gov/development-permits](https://www.chandleraz.gov/development-permits)

| Brand Family

The City of Chandler's brand family consists of the following:

- City of Chandler Master and Primary Logos
- Chandler Public Library
- Chandler Municipal Airport



These are the approved logos. When using them adhere, to the standards outlined in this document.

All assets produced for the Chandler Public Library and Chandler Municipal Airport must include the City's primary logo.



Public Safety

The City's public safety departments: Chandler Fire Department and Chandler Police Department must adhere to the City of Chandler brand standards as outlined in this document with the following additions.

Colors

The Chandler Fire Department may use the additional color:

Chandler Fire Red

PMS: 2350

CMYK: 10/100/100/15

HEX Code: B12629

RGB: 175, 35, 28



Colors

The Chandler Police Department may use the additional colors:

Black

PMS:

CMYK: 88/72/0/73

HEX Code: 081345

RGB: 8,19,69



Badges

The public safety badges for the Chandler Fire Department and Chandler Police Department when used, must appear to the right of the City of Chandler primary logo with respect to the area isolation as shown above.

Orange

PMS:

CMYK:

HEX Code: ba572c

RGB:



Chandler Center for the Arts



Funded through the Chandler Cultural Foundation, the Chandler Center for the Arts holds a distinct and separate identity from the City of Chandler. The CCA is a partnership between the City, the Chandler Unified School District and the Chandler Cultural Foundation.

Please refer to the [Chandler Center for the Arts Logo Standards and Guidelines](#).

| Visit Chandler



Funded by state tourism dollars, the Chandler Tourism Office holds a unique and separate identity from the City of Chandler.

Please refer to the [Chandler Tourism Visual Identity Guide](#).

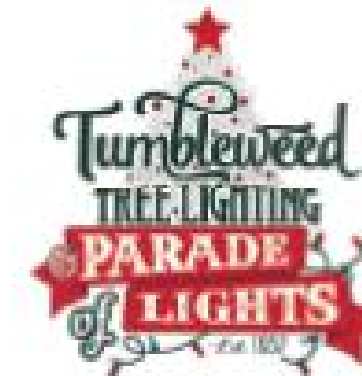
| Campaigns

The City maintains a set of existing identities that have built substantial equity and affinity for the City over the years. While these events/programs are required to abide by the City of Chandler brand standards, they are permitted to maintain their existing campaigns.

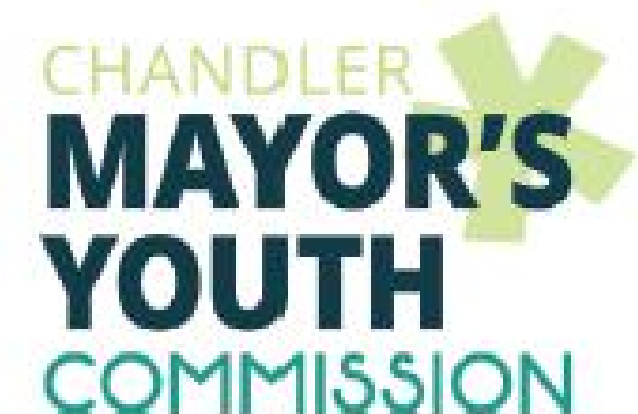
All campaign promotional materials must include the City of Chandler primary logo.

Any new campaigns should adhere to the brand standards outlined in this document.

Special Events



Special Programs



Special Programs 2



| Special Programs 3



| Special Programs 4

DISCOVER. IMAGINE. GROW.

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| Community Services

Under the Community Services Department are the Libraries, Parks and Recreation/Aquatics Divisions.

These divisions offer a more playful side to the City. While these divisions must adhere to the brand standards outlined in this document, they have been afforded the following additions in order to accurately deliver their respective messages.

These elements include:

- A secondary font
- Two additional secondary colors
- Backgrounds & Patterns
- A stylized secondary shape

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 &@?!

| Community Services: Font

Font

Community Services may use the Intro Inline font as a secondary font, as shown above. Intro Inline is reserved for headers. It can be used for pull quotes and stand-alone sentences.

Characters not available within this typefont can be substituted for Open Sans Bold or Extrabold.



| Community Services: Color

Color

Community Services may use two additional secondary colors: Community Services Purple or Community Services Lime Green. The use of these colors should adhere to the standards outlined for secondary colors.

Community Services Purple

PMS 267C	CYMK 82/97/0/0
Hex Code #5F259F	RGB 95, 37, 159

Community Services Orange

PMS 166	CYMK 0/76/100/0
Hex Code #E35205	RGB 227, 82, 5

Parks and Recreation Lime Green

PMS 376	CYMK 54/0/100/0
Hex Code #84BD00	RGB 132, 189, 0

Community Services: Backgrounds & Patterns

Backgrounds & Patterns

Backgrounds and patterns reinforce the mood or theme. Following are the approved backgrounds and patterns, in the approved colors, that may be used by the Community Services Department.





| Community Services: Shape

Shape

Community services may use the additional stylized secondary shape shown.

Stationery

A stationery system has been created to give a professional and consistent impression of Chandler.

The type style, layout, placement and size relationships of each of the pieces within this system have been carefully designed to compliment one another.

No changes or variations from these specifications is allowed. Digital files of the master artwork for all stationery pieces are available from CAPA.

Deviation from the following specifications or changes to the master art files are not permitted.



**Communications and
Public Affairs**
Telephone 480-782-2200
Fax 480-782-2233
chandleraz.gov
Mailing Address
Mail Stop 306
P.O. Box 4008
Chandler, Arizona 85244-4008
Location
905 E. Queen Creek Road
Chandler, Arizona 85286



<<Name>>
<<Title Line 1>>
<<Title Line 2>>
<<Department>>
<<Division>>

Telephone <<Work Phone>>
Cellular <<Mobile>>
Fax <<Fax>>

<<Email>>
<<Internet Address>>



Department Name
Mail Stop 000
PO Box 4008
Chandler, Arizona 85244-4008

First Name Last Name

Title

City of Chandler

Department | Division (Division is optional)

Phone Number | Mobile Phone Number (optional)

Email (optional)

chandleraz.gov | Facebook | Twitter | Instagram | LinkedIn | YouTube (Optional)

First Name Last Name

Title

City of Chandler

Department | Division (Division is optional)

Phone Number | Mobile Phone Number (optional)

Email (optional)



chandleraz.gov | Facebook | Twitter | Instagram | LinkedIn | YouTube (Optional)

How was my service today? Visit [chandleraz.gov/survey](https://www.chandleraz.gov/survey) to take a quick survey.

(Optional)

Email Signature

Emails are one of the most common and visible forms of communication and an email signature is a direct representation of the City of Chandler.

To maintain the integrity of the City, it is imperative that all City employees adhere to the email signature outlined.

Font: Open Sans

Color: Black

Links (Optional)

Link [chandleraz.gov](https://www.chandleraz.gov) to <https://www.chandleraz.gov/>

Link Facebook or Facebook Icon to <https://www.facebook.com/cityofchandler/>

Link Twitter or Twitter Icon to <https://twitter.com/cityofchandler>

Link Instagram or Instagram Icon to <https://www.instagram.com/cityofchandler>

Link LinkedIn or LinkedIn Icon to <https://www.linkedin.com/company/city-of-chandler>

Link YouTube or YouTube Icon to <https://www.youtube.com/cityofchandler>

- Do **not** include taglines or quotes; they may be perceived as City-wide endorsed statements.
- Do **not** include any images, gifs, photos, graphics, etc.; they may be perceived as City-wide endorsed statements.
- Do **not** add any colors or use any other fonts.

| Documents and Forms

All documents and forms created by any City department, at minimum, must include the following:

- City of Chandler Primary Logo **and** Department/Division name **or** Department/Division Lockup
- Vanity URL for Department
- Main Department Phone Number
- File Name: City-of-Chandler-Name-of-Documents-or-Form-Month-Year
 - All words must be separated by a dash.

| Fleet



It shall be the responsibility of Fleet Services to ensure City-owned vehicles are kept in compliance with logo and department markings.

City-owned vehicles will display the primary City logo on the driver and passenger side doors.

Uniforms

Coming Soon

Promotional Items

Coming Soon

| Thank you



Any questions about these standards should be directed to the Director of Communications and Public Affairs.

To maintain the integrity of our logo it must always be reproduced from the approved master art and according to the specifications in this manual.

If you are unsure about the proper use of any of the brand elements defined in the following guide, please contact Communications and Public Affairs.

480-782-2226